



USDA Weekly Retail Turkey Feature Activity

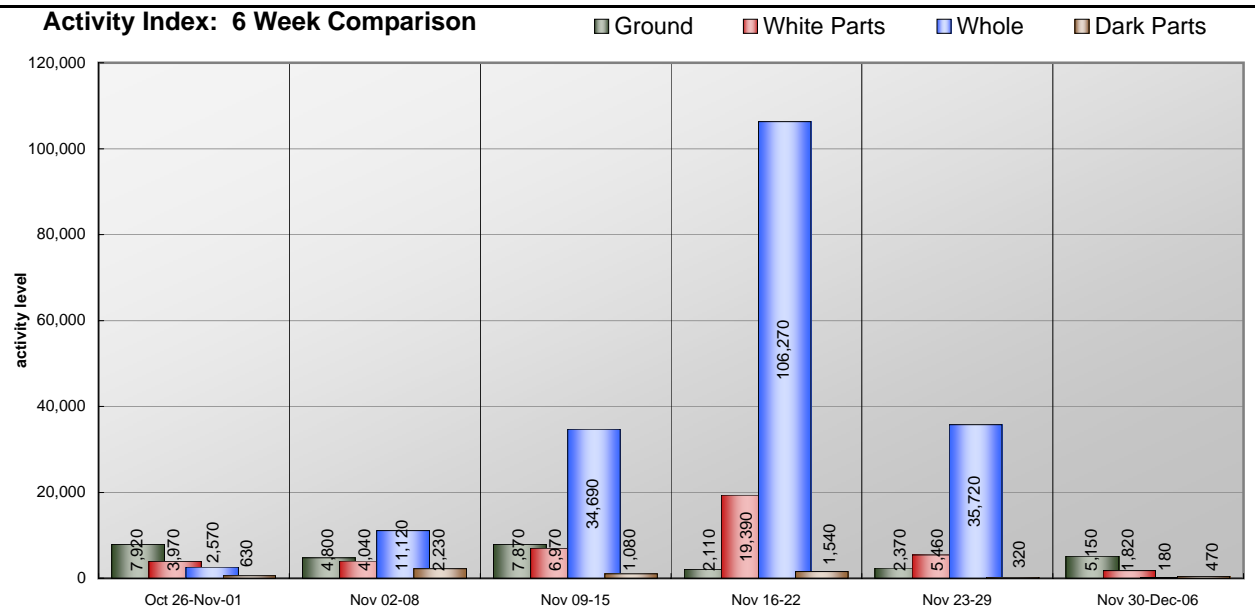
Fri. Nov 30, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/30 thru 12/06.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

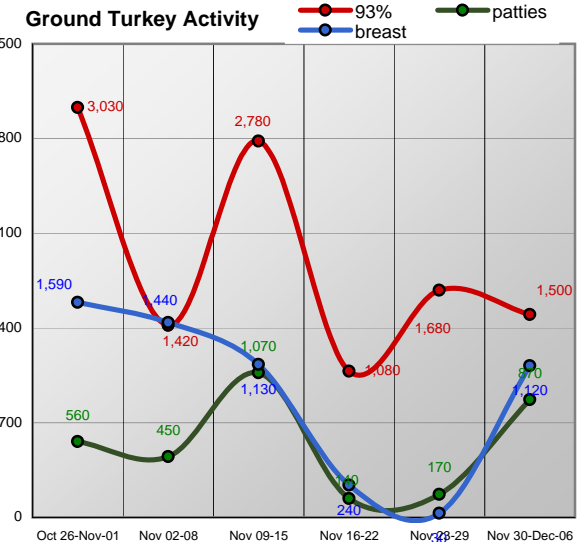
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	26.1% of 17,000 outlets		43.5% of 17,000 outlets		46.4% of 17,000 outlets	
Special Rate 4/	0.4%		6.6%		8.2%	
Activity Index 2/	9,370		44,250		12,810	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			9,750	1.36	10	0.98
" - Toms			9,720	1.37	10	0.98
Frozen - Hens	110	0.73	8,010	0.96	260	0.86
" - Toms	70	0.69	8,240	0.96	260	0.86
PARTS:						
Breast:						
Bone-in, whole						
Fresh			2,630	1.89		
Frozen	260	1.85	2,090	1.74		
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie	160	7.99	690	7.57	720	5.41
Boneless, whole						
Cutlets	810	4.50	20	3.99	1,120	4.27
Cutlets, thin sliced	90	3.99	30	3.99	160	4.49
Strips	20	4.54			420	4.08
Tenders	480	4.32			970	3.84
Marinated Tenders	1,400	3.93	380	3.91	870	3.89
Drumsticks	240	1.13	90	0.99	150	1.26
Thighs	140	1.23			100	1.49
Wings	90	0.99	90	0.99	120	1.26
Necks					100	1.49
Smoked Drumsticks			140	1.89	60	1.52
Smoked Wings					60	1.52
Smoked Necks					10	1.67
GROUND TURKEY:						
Patties	870	2.63	170	2.54	710	2.60
Sausage	1,240	2.38	430	2.42	1,160	2.43
85% lean	420	1.60	60	1.89	1,020	1.86
93% lean	1,500	2.29	1,680	2.25	3,090	2.26
Breast	1,120	3.76	30	3.99	1,280	3.79
Rolls (frsh/frz 1 lb.)	350	1.37			150	1.00

Note: rolls not included in ground fresh ground turkey total and weighted average.



Turkey Featuring - 11/30 thru 12/06

First of the month promotional activity is very light on turkey items. A few frozen hens and toms are offered at discounts to last week while limited ads on frozen bone-in breasts command premiums. Tenders reappear after a few weeks absence and offers on cutlets are more available. Offers surge on marinated tenders, especially in the East and West regions. Fresh drums, thighs and wings are more active, but no smoked parts are shown this week. Ground turkey promotions rebound from recent weeks. Offers focus on 93% lean, ground breast and sausage but all items are widely promoted. A few stores offer kosher whole birds and bone-in breast for Hanukkah and a number of stores continue to offer holiday dinners.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	26.7% of 7,950 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 4,600			15.3% of 5,300 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 1,470			39.8% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,950		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.69	70	0.69	0.79	40	0.79			
" - Toms	0.69	70	0.69						
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.99	250	1.86	1.49 - 1.79	10	1.61			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99	160	7.99						
Boneless, whole									
Cutlets	3.63 - 3.99	370	3.97	4.54 - 5.45	310	5.12	4.54	130	4.54
Cutlets, thin sliced	3.99	90	3.99						
Strips							4.54	20	4.54
Tenders	3.99	40	3.99	3.99 - 4.79	310	4.50	3.99	130	3.99
Marinated Tenders	3.19 - 3.73	600	3.71	4.26	120	4.26	3.73 - 4.26	680	4.06
Drumsticks	0.99 - 1.19	230	1.11	1.68	10	1.68			
Thighs	1.19	130	1.19	1.68	10	1.68			
Wings	0.99	90	0.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.00 - 3.00	290	2.60	2.00 - 2.50	220	2.05	3.00	360	3.00
Sausage	1.59 - 2.49	790	2.28	2.45 - 2.49	120	2.46	2.46 - 2.87	330	2.61
85% lean	1.33 - 1.69	330	1.64	1.41 - 1.49	80	1.43	1.66	10	1.66
93% lean	1.92 - 2.68	670	2.13	2.04 - 2.23	120	2.07	2.40 - 2.79	710	2.47
Breast (99-100% lean)	1.83 - 3.99	420	3.38	3.99	120	3.99	3.99	580	3.99
Rolls (frsh/frz 1 lb.)	1.25 - 1.99	300	1.38	1.25 - 1.33	50	1.27			